



Exposition logo

The Swiss Landi 1939

A display exhibit of the postal stationery and officially-sanctioned postcards issued for the Swiss National Exposition in Zürich, April 20 - October 29, 1939

This exhibit will show, through postal stationery and officially-sanctioned postcards, how the Swiss staged a national exposition to remind the citizens of their historic heritage and to rekindle feelings of "Swissness" at a time when war clouds were darkening their horizons to both the north and south. The exposition is popularly known as the "Landi" from its German title, *Schweizerische Landesaussstellung*.

The exhibit concentrates on the officially-sanctioned postcards sold during the exposition. **These postcards are an area of on-going, original research by the exhibitor.**

Advance Publicity Machine Cancels

In the ten months prior to the opening of the Landi, the Swiss post office circulated a machine publicity canceller advertising the upcoming Landesaussstellung. Between June 1938 and March 1939, three versions of the cancel were used: German in twenty different post offices in German-speaking Switzerland; French in eight different post offices in the French-speaking region; and Italian in three post offices in that region. All three versions of the cancel are similar with an exposition logo of a vertical chain of four circles superimposed on a large bird's wing and the text "Zurich 1939 Swiss National Exposition".



The machine canceller used to publicize the National Exposition prior to its opening, this example used at the Zürich 1 post office between July 1938 and March 1939. The stamp was issued in February 1939 also as advanced publicity. Cover addressed to the United States ("per SS [sic, RMS] 'Queen Mary'"), correct international postage.

Organization:

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Officially-sanctioned postcards:
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Two versions of the same card page 11
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Exceptions to the rules page 14
The Exposition's patriotic appeal page 15
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References:

Zumstein *Spezialkatalog und Handbuch - Die Ganzsachen der Schweiz*, 8th edition, edited by Georges Schild. Verlag Zumstein & Cie., Bern, 2002.
"The Post Cards of the 1939 National Exposition," by Richard T. Hall, *TELL (Journal of the American Helvetia Philatelic Society)*, Volume 31, No. 3 (May 2005), pp. 1//16.